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DES Environmental Leadership Initiative  
Encouraging Superior Environmental Performance Through Management Systems,  
Recognition, and Rewards

**Minutes of Stakeholder Steering Committee Meeting**

Monday, August 25, 2008  
2:00 – 3:45 PM  
29 Hazen Drive, Concord, NH  
Room 112

**Meeting Purpose:** a) Update on *Aspiring Leaders* program.  
c) Tier 2 – *Green Leaders* – Progress so far.  
d) Update and discussion on other aspects of grant program.

**Attendees:**

Eileen Chabot	NH Adjutant General's Office
Mary Collins	NH Small Business Development Center
Jean Holbrook	US EPA Reg. 1
Bob Minicucci	NH DES (recorder)
Andrea O'Brien	NH Small Business Development Center
Dennis Sasseville	PRIZM Consulting
James Thompson	O'Brien-Thompson & Associates
Sharon Yergeau	NH DES

**Record of the meeting:**

**A. *Aspiring Leaders***

There are currently 12 members of *Aspiring Leaders*, with 10 applications in process. With this many members, there is a substantial list of projects the members have undertaken, which was discussed. (The current project list is attached.) Also mentioned was the most recent project agreed to, just a day or two before this meeting, with a small construction firm. They agreed to work toward having 75% of the square footage they construct be LEED-certifiable within three years. This follows from some discussions at previous Stakeholder Steering Committee meetings where a project that would show how hard a service business was "selling green" would be acceptable.

We also discussed recent publicity. DES sent a press release in early August, naming the newest *Aspiring Leaders* and summarizing all projects. Within the next week, there were three applications received and several other calls of inquiry. A P.R. strategy of continuous publicity seems to be working out. It was also reported that Governor Lynch touted *Aspiring Leaders* at the Sustainable Business conference at SNHU last June.

## **B. Tier 2, *Green Leaders***

DES hopes to formally roll out *Green Leaders* in 30 to 60 days. Some final internal meetings are needed, but all seems to be in order. In the fall '08 Performance Track application period, NH firms will have the option of also applying to *Green Leaders* using EPA's electronic application systems; anyone who wants to also apply to *Green Leaders* will have to fill out a NH-specific addendum.

We hope to be able to process applicants within 90 days of the close of the application period, following EPA's Performance Track procedures. The difference with *Green Leaders* is that DES will have to make a determination as to what sort of site visit is appropriate for a given applicant and conduct that visit within an appropriate time frame. It remains to be seen how DES will administer such a process. SBDC may be in a position to conduct such visits on behalf of DES.

Also noted was that applicants who are existing members of Performance Track will not have the standard three-year term of membership to start. Rather, their first term of *Green Leaders* membership will be set to coincide with their Performance Track membership, along with their performance goals.

## **C. New DES "Green Business Handbook"**

A draft copy of a "Green Business Handbook" DES is developing was handed out and discussed. Commissioner Burack wants this to be associated with the Environmental Leadership Initiative. This handbook is a set of checklists about green business practices in general and about several specific subjects. There was some discussion regarding the target audience, which is facility management. It was also suggested that the title should be changed to something using the word "Costs," as in lowering them. Some thought "sustainability" was a better catch-word than "Green(ing)." Stylistic differences from one section to another were found, and acknowledged. This especially applies to Sec. 6, which was said to be written in code. More internet hyperlinks were thought to be needed, but it was agreed that this handbook needs to function as a hard-copy document as much as an on-screen document. An additional checklist on life-cycle accounting may be useful.

A copy of this draft handbook is attached to these minutes, and we welcome your comments.

## **D. Other Business**

SBDC reports that they are proceeding well on their distance-learning curriculum to help small business' management skills. Also, there will be an SBDC insert in the October 2008 edition of Business NH magazine, which will include information on *Aspiring Leaders* and the Environmental Leadership Initiative.

DES reported on a meeting between DES's Planning, Prevention & Assistance Unit and DRED's Business Development Center to continue working on better cross referrals between these programs.

The matter of contacting business schools was mentioned briefly, and contact names for UNH Durham (a new person) and Franklin Pierce were mentioned.

The next meeting of this group is scheduled for November 25, 2008.

**Conclusion:**

Thank you all very much for your time and interest. Remember, we can come and speak to your group about the Environmental Leadership Initiative if you think that would be useful. If you have any comments or questions, please do not hesitate to contact me at 603-271-2941 or at [RMINICUCCI@DES.STATE.NH.US](mailto:RMINICUCCI@DES.STATE.NH.US).

Sincerely,

A handwritten signature in dark ink, appearing to read "R P Minicucci II". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert P. Minicucci II, PE  
Special Projects Manager  
Department of Environmental Services

Att: *Aspiring Leaders* project list  
Draft "Making Your Business Greener Handbook"